To:

Kim, Aaron J., Impellizzeri, Bernadette F., Smith, Clyde E., Colon, Johnathan, Meeker, Michael W., Perez, A H., Lantigua, Hamilton, Backer, R T., Thompson, Lydell, Finkelstein, Alvin, Heller, Edmund G., Polanco, Fernando A., Morris, Nicole A., Marsh, Christopher J., Battaglione, Oliver R., Reidy, Gerald J., Lustig, Charlotte E., Imbriano, Michael A., Roseto, Joan M., Dogali, Ellen T., Dabaghian, Charles N., Valderrama, Henry, Wendelken, R W., Santaniello, Peter J., Shlimoun, Sam, Oneil, J F., Haynes, L R., King, K B., Fusco, Peter J., Sorrentino, R A., Ohare, K M., Mccarthy, T A., Schiller, Howard I., Connolly, Joseph C., Cleerdin, Sean, Fabris, Christopher O., Dominguez, Juan J., Gray, Melanie A., Lipson, Arthur S., Many, Daniel C., Hansen, Margaret I., Cobucci, M J., Colclough, Wallace, Krivoshey, M M., Acevedo, Joan A., Hasni, Amin S., Harrington, Daniel P., Li, J G., Cafaro, Laura G., Azzara, Veronica F., Radtke, J A., Perskin, Martin P., Gralla, Randi L., Segelke, R F., Fazio, Ronald A., Cruz, Harvey, Reilly, John F., Maisonave, Devora, Vora, Manish, Lesler, Kevin A., Milillo, Michael, Cabrera, Hector, Watson, Jeffrey K., Mcnish, John J., Hopkins, Holly J., Ferrick, Nikki L.

From:

Orourke, Rory

Posted: 4/22/98 8:34 Opened: 4/22/98 8:56 Subject: Opportunity

11-1

To: All selling reps

We have a great opportunity to sell expensive merchandisers to low volume accounts.

Since all of our fixtures are now available in gray, we have a few almond fixtures available that will be destroyed if we do not use them. Rather than destroy these units, you can now make them available to your lower volume accounts to assist them in building their business. Use this as a tool to gain additional: exposure, displays and presence. When these are gone, we will not longer be able to make these units available except to high volume partners.

Use the attached order form to order these merchandisers, an do it fast. We need to order them within the next two weeks or we can, "kiss them goodbye."

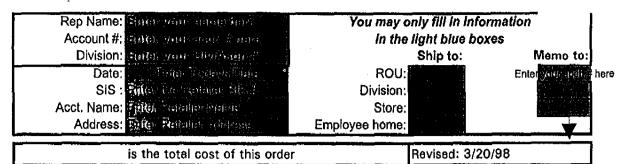
Send these orders to Phyllis's mail box as usual.

Rory

CC:

Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Lanny, Mallardi, J, Groll, A P., Perez, F J., McHugh, Michael, Maney, F, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Feltman, John P., Gambardella, Mark R., Brown, Greg, Guaneri, James, Figueroa, David A., 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Floyd, Phyllis, Young, Mark, Klein, John F., Alese, Louann F., Reuter, Diane E.

DDA:MSMAIL=RJRWS/WSEXCH/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US



| Use blank areas to fill in Items not listed on form | | | Order#: | | | |
|---|------------|-------------------------------|---------|-------------|-----------|------|
| | Item# Qty | APD (Adjustable Pole Display) | SKU | Total Units | Unit Cost | Cost |
| ſ | 526730 API | D - 1 NON illuminated | 1 | | \$36.55 | |
| | 526742 API | D - 2 NON illuminated | 1 | | \$45.15 | |